

## **ABSTRACT**

A method and system to provide digital content to a content destination (e.g., a media terminal) is described. The method comprises providing a plurality content provider identifiers to a content destination for display on an associated display device, wherein each content provider identifier is associated with a content provider. User selection of one of the plurality of content provider identifiers is then monitored and at least one available content identifier is communicated to the content destination in response to the user selection of a content provider identifier. The available content identifier may be associated with the content provider identifier. The content provider identifiers may for example identify content providers such as Disney, ESPN, NOOF or the like. Each content provider identifier may be associated with a plurality of available content identifiers arranged in a hierarchical fashion.